



**Addendum Date: December 22, 2023**

**ADDENDUM 2 TO RFP NO. 24-09  
for  
HAWAII TOURISM GLOBAL SUPPORT SERVICES  
FOR BRAND MANAGEMENT & MARKETING**

STATE OF HAWAII  
HAWAII TOURISM AUTHORITY  
DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

**This Addendum includes:**

- RFP 24-09 Hawai'i Tourism Global Support Services for Brand Management & Marketing Pre-Proposal Conference PowerPoint (*Uploaded to HiePRO*).
- RFP 24-09 Hawai'i Tourism Global Support Services for Brand Management & Marketing answers to questions asked at the Pre-Proposal Conference and submitted on HiePRO.
- Revisions to **Section 2.2** Scope of Work, **Section 2.4** Compensation, and **Section 2.6** HTA Contract Monitoring & Evaluation.
- A strikethrough to the correction and/or modification made to RFP 24-09 Hawai'i Tourism Global Support Services for Brand Management & Marketing.

This addendum will only answer unique questions that were not already addressed in the RFP.

*Note: A new version of the RFP is not forthcoming. All changes are documented in the Addendum(s). Applicants must refer to the Addendum(s) to know of the changes.*

**QUESTIONS AND ANSWERS**

- 1. Under Section 2.4, is the awarded contractor responsible for paying the recurring expenses on each line item?**

Yes, unless the Offeror is able to propose alternative platforms/systems and it is approved by the HTA.

- 2. Can you provide more specific details about the expected frequency and format of the monthly and biannual reports for market insights?**

Please refer to Section 2.4 of the RFP for when the biannual reports for this contract are due. As for monthly reports, other than what is listed in the compensation section (2.4), the HTA expects quarterly reports tracking the progress of each project against targeted goals via a Activity Report, Performance Measures Worksheet, and Monthly and YTD Expenditure Report. A template can be provided for Activity Reports. Templates/guidelines are provided for Performance Measures and Expenditure reports.

- 3. What is the anticipated duration of the contract for comprehensive support in market insights, airline route development, social media, and website/app development?**

The contract term can be found in Section 2.5 of the RFP.

- 4. Could you elaborate on the specific research sources provided by the State Department of Business, Economic Development, and Tourism (DBEDT) and others for analysis?**

DBEDT will provide an account for the CONTRACTOR to our Diio Mi air service database, Syndicated Tourism Survey, and Symphony Dashboards.

- 5. What are the key performance indicators (KPIs) for brand management and marketing strategies?**

Please refer to Section 2.3 of the RFP.

- 6. Can you provide more information on the air seat targets, especially in terms of numbers and distribution among the islands?**

Please refer to the Daily Passenger Counts provided by DBEDT here:

<https://dbedt.hawaii.gov/visitor/daily-passenger-counts/>.

- 7. Are there specific emerging markets that the HTA is targeting for new air services?**

Contractor shall provide insights and recommendations to the HTA for maintaining and developing new air service to Hawai'i.

- 8. What criteria will be used to ensure brand consistency across HTA's contractors in social media activities?**

Please refer to the Brand Guidelines and Ma'ema'e Toolkit in Section 1.10.

- 9. Can you provide more details on the expectations for real-time monitoring and collaboration across markets on Sprout and Podio?**

Other HTA partners and contractors, including the GMT, use these platforms to post content on social media to reach their respective markets. The awarded Offeror will help to ensure seamless activity, provide technical assistance as needed, and notify contractor(s) and HTA should something come up that does not align with the brand. This also includes monitoring consumer engagement.

- 10. What specific criteria define the relevance and accessibility of websites and apps to different markets and languages?**

Please refer to the Brand Marketing pillar in the HTA's 2020-2025 Strategic Plan.

- 11. Are there any specific technologies or platforms the HTA prefers for website and app development?**

This is up to the Offeror to present/propose.

**12. How often should the GoHawaii website be updated, and what is the process for proposing alternatives to the HTA's direction?**

The GoHawaii website should be updated whenever there is new information/content. During the Maui Wildfires, the website was updated at least a few times a week with the latest information. To propose alternatives to the HTA, please include your ideas in your proposal.

**13. What are the expected levels of interaction and engagement for the GoHawaii app?**

One of the KPIs for this Contract is to increase the number of users that access the GoHawaii app for information. The number is up to the Offeror to propose based on the current data provided in Section 2.1 of the RFP (Addendum 1). Ideally, the HTA would like to see the app being utilized and in a way that is helpful to our visitors.

**14. Can you provide more details on the expectations for interaction and engagement on Media.GoHawaii.com?**

The Offeror should help to make sure that Media.GoHawaii.com is accessible to its users and up to date with the latest information. Quarterly tracking will help to ensure accessibility, interaction, and engagement to better inform other contractors of content performance.

**15. What alternatives for existing platforms would be considered and approved by the HTA?**

Please provide ideas and details based on your expertise in your proposal for the HTA to consider.

**16. What specific items are included in the inventory stocked for distribution under SharingAloha (Simpleview CRM)?**

Please visit SharingAloha.com (see Section 1.10 of the RFP).

**17. Can you provide more information on the role and expectations for technical support with Ma'ema'e Toolkit and Brand Guidelines updates annually?**

An example of the technical support this contractor will provide could include formatting these resources in a way that is interactive for its users. That could include assisting the HTA in reviewing/updating these two documents.

**18. Could you provide more details on the specific data points and metrics for monthly analytics reporting across various services?**

Please refer to the Performance Measure Worksheet (Attachment 1) and Section 2.1 of the RFP.

**19. How will collaboration be facilitated across HTA, Global Marketing Team, and other contractors?**

The Contractor will be introduced to HTA members, its contractors and partners once awarded. The Contractor will also be invited to regular meetings as scheduled by the HTA. Collaboration on each platform will be up to the Contractor. However, the HTA is happy to facilitate further as necessary.

**20. Is there an option for contract renewal, and what factors will be considered for its extension?**

Please refer to Sections 2.5 and 2.6 of the RFP.

**21. How often will performance evaluations be conducted, and what criteria will be used?**

Addendum 2 corrected the frequency of evaluations to a quarterly basis. Please refer to Sections 2.4 and 2.6 for criteria.

**22. In Section 2.4 under Compensation, there is a line item for Development of Creatives and Digital Assets (current estimated cost is \$500,000). Could some of the budget be used to drive traffic to the GoHawaii website and GoHawaii App?**

Please provide this idea and details in your proposal for the HTA to consider.

**23. Addendum 1, page 4, Section 2.4 Compensation, Recurring Expenses. Media.Gohawaii.com licensing, etc. is listed twice under recurring fees (2nd and 4th bullets). Second bullet states "current estimated annual cost is \$30,000 for 12 months." Fourth bullet states "current estimated cost is \$16,000 for 12 months." Please clarify the difference between the two bullets and amounts.**

This has been corrected in Addendum 2.

**24. Page 12, Section 2.2 Scope of Work, 2nd bullet under Tools, Resources, and Other Services Titled Knowledge Bank (Simpleview CRM). HTA manages some of these, will those that are already managed by HTA remain with HTA or need to be transferred to the new contractor? For example, the GoHawaii trademark is currently managed by HTA.**

What is currently managed by the HTA will remain with the HTA to manage.

**25. Will the contract be awarded in parts or as a whole?**

The contract will be awarded as a whole.

**26. In the case where we have a subcontractor but no formal joint venture, should we submit our proposal as an individual company, or is there a preference for submissions as joint ventures?**

Offerors may have subcontractors. The offeror must submit documents as indicated in the RFP by using the Subcontractor Form provided.

**27. In Attachment 7, there seem to be mentions of construction-related content. Could you provide clarification on its relevance to the project?**

Attachment 07 is a standard form. On the "Equipment Questionnaire" on Page 6, it is notated to "SKIP".

**28. Where is the product (and budget) for Sharing Aloha meant to come from? Is it global fulfillment?**

The budget for products for Sharing Aloha is part of this RFP. The fulfillment is meant for Hawai'i residents.

**29. Can you bid on just one aspect, or is it HTA's intent to procure one agency?**

It is HTA's intent to procure one agency.

**30. Staffing Requirement: Regarding the requirement to hire a staff member for the social media management portion of the scope of work, would it be acceptable to designate an existing staff member to work full-time on this project, or do you prefer the hiring of a new staff member specifically for this initiative?**

It is acceptable to designate an existing staff member if that staff member is a full-time dedicated staff member for this initiative.

**31. HTA itself, DBEDT, contractors, and others do analysis; how is the market insights role of this contract different?**

This contractor will help to further identify trends on the sites/platforms/programs its managing under this contract. The Contractor will work with HTA further to determine the type of market insights needed in addition to what is provided by DBEDT and other contractors.

**32. On Page 38, under the Social Media section, the last bullet asks, "Identify/propose customer engagement strategies for each market and platform related to market management and stewardship opportunities." The question is - does this responsibility fall under this contract, or does it fall under the responsibility of each GMT as stated in the first paragraph under Social Media?**

The responsibility for identifying and proposing customer engagement strategies for each market and platform related to market management and stewardship opportunities primarily lies with the GMT. However, this contractor will help provide support with further insight into trends as seen on the social media platforms.

**33. Is there a limit to the budget for products for Sharing Aloha?**

Contractor must stay within the overall contract budget of \$1,500,000.00. The HTA will consider what you provide in your proposal within that budget amount.

**34. Page 12. Please define "technical support with Ma'ema'e Toolkit and Brand Guidelines?" Does this RFP require the recipient to manage/edit/update the Toolkit?**

An example of the technical support this contractor will provide could include formatting these resources in a way that is interactive for its users. That could include assisting the HTA in reviewing/updating these two documents.

**35. Experience and Strategy: Our understanding is that your organization has not engaged in a global support services deal previously. Could you confirm this? If so, what prompts the decision to pursue such a global initiative now, and why opt for a global approach rather than managing services on a market-by-market basis?**

HTA currently has a global support services contract in place that is scheduled to end on December 31, 2023.

**36. Will current performance metrics of the various sits/apps be provided?**

Yes. Please see Addendum 1.

**37. Who is the current contractor for global marketing services?**

The Hawai'i Visitors and Convention Bureau (HVCB) is the current contractor for the Global Support Services contract.

**38. Page 1. Says that the media site should be "relevant and accessible to all markets". Does it need to be translated into different languages?**

If the budget allows. Please see Addendum 1.

**SECTION 2.2 SCOPE OF WORK**

The HTA is seeking a Contractor to provide comprehensive support for the following areas:

- Market Insights
  - Analyze, synthesize, and interpret findings based on research provided by DBEDT, the HTA, and others. Prepare ~~monthly~~ quarterly and biannual reports (Mid-year and Year-end) and recommendations and/or as requested by the HTA to enhance brand management and marketing strategies to compete against other destinations and destination stewardship efforts.

Additional scopes specific for each of the three (3) websites and one (1) application:

- GoHawaii.com
  - Manage, maintain, and update the GoHawaii website under the HTA's direction unless proposed alternatives are discussed and approved.
  - Provide analytics on a ~~monthly~~ quarterly basis with assumptions and strategies to increase and enhance outcomes of performance measures.
  - Develop the GoHawaii website so that it is relevant and accessible to all markets. If budget allows, update languages to include 'ōlelo Hawai'i in addition to what currently exists: English, Spanish (Mexico and Spain), French (France and Canada), German (Germany), Korean (South Korea), Chinese (Simplified), and Japanese (Japan).
- GoHawaii App
  - Provide analytics on a ~~monthly~~ quarterly basis with assumptions and strategies to increase interaction and engagement.
  - Develop the GoHawaii app so that it is relevant and accessible to all markets. If budget allows, update languages to include 'ōlelo Hawai'i, Spanish (Mexico and Spain), French (France and Canada), German (Germany), Korean (South Korea), Chinese (Simplified), and Japanese (Japan).
- Media.GoHawaii.com
  - Manage, maintain, and develop the Media.GoHawaii.com website under the HTA's direction to be relevant and accessible to all markets.
  - Provide analytics on a ~~monthly~~ quarterly basis with assumptions and strategies to increase interaction and engagement.
- SharingAloha.com
  - Manage and maintain existing platforms unless proposed alternatives are discussed and approved.
  - Develop the SharingAloha website to be relevant and accessible to Hawai'i residents.

- Provide analytics on a ~~monthly~~ quarterly basis with assumptions and strategies to increase interaction and engagement.
- Vimeo
  - Manage and maintain video housing and management platform.
  - Provide analytics on a ~~monthly~~ quarterly basis with assumptions and strategies to enhance performance measures.

**SECTION 2.4 COMPENSATION**

**Recurring & Certain One-Time Expenses Related to the Global Support Services for Brand Management and Marketing**

The following section pertains specifically to certain one-time expenses related to the Hawai‘i Tourism Global Support Services. The winning offeror shall be responsible for website, social media, and other digital tools and resources (intellectual property data bank) costs – including applicable management, maintenance, development, licensing, hosting analytics, and compliance costs – as certain one-time expenses and the winning offeror will be responsible for taxes on these certain one-time expenses.

Calendar Year 2024 February through December

Recurring Expenses

- GoHawaii.com management, maintenance, hosting, licensing, analytics, ADA browser compliance, special alerts/crisis communications, translations, and event listings support (ongoing): current estimated annual cost is \$380,000
- ~~Media.GoHawaii.com licensing, hosting, maintenance, analytics, and ADA browser compliance: the current estimated annual cost is \$30,000 (12 months)~~
- SharingAloha.com licensing, hosting, maintenance, analytics, and ADA compliance: the current estimated annual cost is ~~\$1,500~~ \$1,000 (12 months)
- Media.GoHawaii.com licensing, hosting, maintenance, analytics, and ADA browser compliance: the current estimated annual cost is \$16,000 (12 months)
- Social media management platforms: the current estimated annual cost is \$148,000 (12 months)
- Knowledge Bank (digital asset library) management and maintenance: the current estimated annual cost is \$123,000 (12 months)
- Video hosting platform: the current estimated annual cost is \$3,300 (12 months)
- Development of creatives and digital assets: the current estimated ~~cost~~ annual budget is \$500,000 (12 months)
- Destination application management, maintenance, hosting, licensing, analytics, ADA compliance, special alerts/crisis communications, translations, and event listings support (ongoing): the current estimated annual cost is \$30,000 (12 months)
- Air Route Development. Build and leverage relationships with the air carriers, including attending conferences, and assist the HTA with implementing strategies for developing air service to Hawai‘i: budget to be proposed by Offeror

- Marketing Insights. Analyze, synthesize, and interpret findings based on research and recommendations to enhance brand management and marketing strategies to enhance the Authority's ability to develop and execute a fully integrated brand management and marketing approach to compete against other destinations and destination stewardship efforts (ongoing): budget to be proposed by Offeror

#### **SECTION 2.6 HTA CONTRACT MONITORING & EVALUATION**

HTA contract monitoring and performance evaluations will be conducted in accordance with HTA Contract Management Policy 400-20 and HTA Contract Management Procedures 400-20.01 – 400-20.05, or its equivalent, which may be subject to change periodically. Contractor performance will be monitored and assessed ~~monthly~~ quarterly, and HTA direction will be given as necessary.